

**METHOD AND APPARATUS FOR GOVERNING THE TRANSFER
OF PHYSIOLOGICAL AND EMOTIONAL USER DATA**

ABSTRACT OF THE DISCLOSURE

Methods, apparatus and articles of manufacture are provided for governing the transfer of data characterizing a user's behavior, physiological parameters and/or psychological parameters. One embodiment provides a method of handling a request, from a requesting application, for emotion data characterizing an emotional state of a user. A firewall ruleset defining rules governing the transfer of the emotion data to requesting applications is accessed to determine whether to provide the emotion data the requesting application. The request is denied if the firewall ruleset rules are not satisfied.